

PRESS RELEASE

Bertelsmann Sponsors ‘FREIRAUM KUNST’ Art Project at Bellevue Palace

- **“FREIRAUM KUNST” on display at the official residence of Germany’s Federal President from June 13 to 28, 2026**
- **Bertelsmann is a sponsor of the exhibition**
- **Thomas Rabe: “As a company whose success is built on creativity, we are committed to promoting art and culture”**

Gütersloh, June 12, 2026 – Bertelsmann is sponsoring the “FREIRAUM KUNST” exhibition, presented by the Academy of Arts at Bellevue Palace from June 13 to 28, 2026. Under the patronage of German Federal President Frank-Walter Steinmeier, the official residence of Germany’s Federal President has been transformed into a unique pop-up gallery shortly ahead of its upcoming renovation.

The Academy of Arts is using the empty rooms of Bellevue Palace as a temporary exhibition space. The artworks enter into a dialogue with the architecture, history, and unique atmosphere of the building. The palace itself becomes part of the exhibition experience, offering new perspectives on a place that is not normally accessible to the public.

Bertelsmann Chairman and CEO Thomas Rabe said: “Art broadens our view of the world. It inspires us, encourages reflection, and creates new ways of engaging with the issues that matter to us. As a company whose success is built on creativity and ingenuity, we are deeply committed to supporting art and culture. We are delighted to support the Academy of Arts in this special initiative.”

The sponsorship builds on Bertelsmann’s longstanding commitment to culture and its ambition of making cultural experiences accessible to as many people as possible. As a creative content company with a 190-year history, Bertelsmann is involved in cultural activities at various levels, both in Germany and internationally. The Group’s “Culture@Bertelsmann” activities are focused on supporting cultural diversity and preserving important cultural assets. From Archivio Storico Ricordi exhibitions to “The Blue Sofa” literary events and UFA Film Nights screenings, the “Culture@Bertelsmann” initiative makes culture accessible to the wider public.

About Bertelsmann

Bertelsmann is a media, services and education company with about 75,000 employees that operates in some 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company generated revenues of €19 billion in the 2025 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination enables first-class media offerings and innovative service solutions that inspire customers around the world.

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